



FROM THE EDITOR

An old lottery slogan says, “All it takes is a dollar and a dream.” Sound Bites 2012 was by all accounts a huge success.

Paul Weyland wowed a packed house of sales reps and managers while Valerie Geller overcame some of the worst of Hurricane Sandy to tell programmers and jocks how NOT to lose a listener or viewer. Later on everyone enjoyed some great food, drinks and entertainment from Jimmy Dunn. If you missed his bit on the local furniture advertisers, you’ll have to check out one of his shows. It was spot on! Lastly, the MBA Broadcasting Awards recognized some of the best work that your stations produce every day.

However, when we sent out our survey asking for feedback on Sound Bites, there was one sentiment that was seen multiple times. Something along the lines of “we’d like to see a bigger variety in who wins.” Well, you’ve got to play to win! The stations that won put out great commercials, news stories and PSAs but above all else, they entered! Sure it costs a bit more than a dollar to play but the odds of winning are way better than the lottery.

November 2013 seems really far away but I urge you to start looking at your best work now and write a little note to enter it into Sound Bites 2013. Let your production staff brag about the plaque they won for producing a great spot for a long-time client. Run a promo touting your MBA Station of the Year award. Get recognized for all your hard work!

We’re looking to expand on the categories offered in 2012. If there’s something you’d like to see added, feel free to drop us a line. You can email me directly at jordan@massbroadcasters.org.

Looking forward to seeing you in 2013!

Jordan Waltan

2012 FCC Filings Recap

The following is a listing of the FCC proceedings in which the Massachusetts Broadcasters Association jointly participated, or plan to participate, during 2012. These examples of advocacy before the FCC well illustrate the vigorous efforts of the MBA to protect and advance the best interests of the free, local, over-the-air, radio and television industries before the FCC. For a complete summary of each filing, head to massbroadcasters.org, move your mouse over the “Member” tab and click “FCC Filings.”

January 4, 2012

In the Matter of Standardized and Enhanced Disclosure Requirements for Broadcast Licensees.
(Motion Granted in Part)

January 27, 2012

In the Matter of Standardized and Enhanced Disclosure Requirements for Broadcast Licensees.
(Notice of Inquiry Pending)

April 18, 2012

In the Matter of Standardized and Enhanced Disclosure Requirements for Broadcast Licensees.
(Second Report and Order adopted requiring television stations to post on the FCC’s website those contents of their public inspection files that are not already available on the FCC’s website, and requiring the affiliates of the top four television broadcast networks in the top 50 markets, within two years, to post, going forward, their political files on the FCC’s website.)

April 19, 2012

In the Matter of Standardized and Enhanced Disclosure Requirements for Broadcast Licensees.
(See Item No. 3 above.)

May 3, 2012

In the Matter of Carriage of Digital Television Broadcast Signals: Amendment to Part 76 of the Commission’s Rules, Fourth Further Notice of Proposed Rulemaking and Declaratory Order. (Report and Order adopted allowing the Viewability Rule to expire.)

Pending

In re the Petition of Entercom Communications Corp. for Rulemaking to amend Section 73.1216 (Contest Rule) of the Commission’s Rules to allow broadcast stations to publish the rules of their contests on the station’s website in lieu of broadcasting such rules over-the-air. (Joint Comments to be filed with the FCC by the December 20, 2012 deadline.)

Pending

In the Matter of Expanding the Economic and Innovation Opportunities of Spectrum Through Incentive Auctions, Notice of Proposed Rulemaking (Docket No. 12-268). (Joint Comments to be filed with the FCC by either December 21 or January 25.)




Community Events Request

It’s the holiday season, and the Massachusetts Broadcasters Association wants to know if your station did anything to give back to your community. Did you and your team collect food for a local food bank, raise funds for families in need, or come up with an original way to make someone’s holiday a little brighter? We want to hear from you! Send your station success stories along with any photos you want to share to ashlea@massbroadcasters.org. We’ll feature some of the best entries in future Airwaves newsletters! We might even send you a little something to say “thank you” for the entry!

mba Massachusetts Broadcasters Association
1-800-471-1875

VISIT US ONLINE AT WWW.MASSBROADCASTERS.ORG

Job Banks | Member Lists | Legal Information | Everything You Need To Keep Your Station Up-To-Date

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AIRWAVES

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Continuing Education Reimbursement

MBA Sound Bites 2012

Jack Williams Named 2012 Broadcaster of the Year

Jack Williams, WBZ-TV News anchor, was named the 2012 Broadcaster of the Year by the Massachusetts Broadcasters Association. The Broadcaster of the Year Award goes to someone who displays an outstanding commitment to his/her job, shows unwavering dedication to the evolution of broadcasting, breathes life into his/her work by being creative and enthusiastic and above all, is committed to the community. Jack Williams embodies all of these characteristics.

Jack Williams first displayed his love of broadcasting at the age of thirteen when he built his own radio station at his home in Idaho. Two years later he was hired by KYTE as an announcer, then worked full-time as a news reporter two years later in 1964. He worked in radio until graduating Phi Beta Kappa from the University of Oregon.

His first appearance on television was at KIRO-TV in Seattle, Washington, anchoring the 11 p.m. news. He later moved on to KORK-TV in Las Vegas, Nevada working as their News Director.

Jack traveled East in 1975 joining WBZ-TV as lead anchor, paired with Tony Pepper. He was partnered with long-time WBZ anchor Liz Walker for many years and now shares the 6 p.m. slot with co-anchor Lisa Hughes.

Apart from his work delivering the news to Massachusetts and beyond, Jack Williams is probably best known for creating “Wednesday’s Child” in 1981. The weekly series features a special needs child who is in search of a permanent home. In the 30+ years that the segment has aired, Wednesday’s Child has helped over 700 special needs children find loving homes. He is responsible for raising more than seven million dollars for special needs adoption.

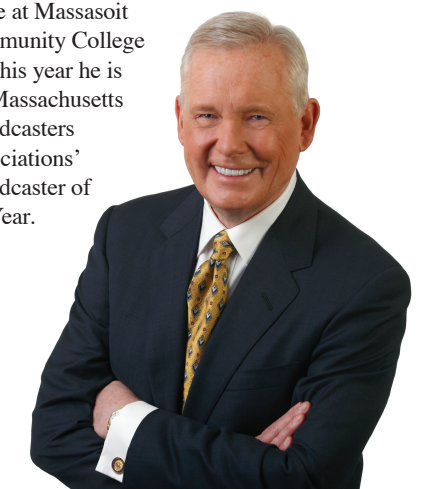
This year’s winner has been recognized countless times for his work with Wednesday’s Child. He was given a Presidential Citation from President Ronald Reagan in 1986 and in 1997 he was awarded the first Adoption 2002 Excellence Award by President Bill Clinton and the First Lady.

Other organizations that have recognized his work include The American Academy of Pediatrics, the Massachusetts School Counselors Association, the Boston Catholic Archdiocese, Jewish Big Brother/Big Sister and the U.S. Department of Health.

Jack has won four Emmy Awards during his career including one for the Wednesday’s Child series.

He has received eight honorary degrees from schools throughout New England, including a lifetime achievement award from Emerson College in Boston.

2012 could be called “his year.” Jack Williams was honored with a Lifetime Achievement Award from the Radio Television Digital News Association. He was one of only five New England journalists to receive the prestigious 2012 Yankee Quill Award, considered the highest individual honor awarded to fellow journalists. In September, he was inducted into the Massachusetts Broadcasters Hall of Fame at Massasoit Community College and this year he is the Massachusetts Broadcasters Associations’ Broadcaster of the Year.



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COMMUNITY EVENTS REQUESTS



CONTINUING EDUCATION REIMBURSEMENT



MBA SOUND BITES 2012

OFFICIAL NEWSLETTER OF THE MASSACHUSETTS BROADCASTERS ASSOCIATION

More Success Stories from the Continuing Education Reimbursement Program!

The first year of the Continuing Education Reimbursement Program has come to an end, and with it, come some great success stories! All through 2012, the Massachusetts Broadcasters Association reimbursed employees at member stations up to \$500 for industry-related courses, webinars, conferences, seminars, books, etc. that were aimed at broadening the knowledge and skill-set needed for any broadcasting career. We had applications from everyone from General Sales Managers to on-air talents and engineers participate in the program. Here's what the most recent recipients had to say:

"I was ecstatic when my boss Craig told me about how the Massachusetts Broadcaster's Association does a Continuing Education Reimbursement program. My name is Robyn Lee and I am an on-air talent and lifestyle editor at 94.7 WMAS, a radio station based in Springfield. My position required a lot of photo editing, as well as advertisement developing (newspaper, social media, websites, etc.). I knew I could improve my skills and become more proficient. So, I looked into a color photography class as well as a Photoshop course being offered at a local community college. The MBA scholarship was such a blessing; it helped cover the majority of the costs of these classes, and most importantly made me a more vital asset to my company. The process was simple. I checked with the MBA to make sure that the courses were ones that they would cover and once they were approved I went ahead and enrolled. After the class ended I received my reimbursement. No hoops to jump through. I think this is a great program for the working adult



and gives us that extra incentive to continue to better ourselves. I could not appreciate the opportunity the MBA has given me more. I learned valuable information that I otherwise would not have gained on my own and I have MBA to thank for that!"

– Robyn Lee,
WMAS-FM



Our first year was a tremendous success and we hope to continue with this great program in 2013. Stay tuned to the website at massbroadcasters.org. Information on this and our other great programs can be found under the Member Benefits tab.

"I was so inspired by Paul Weyland's seminar at this year's Sound Bites, that I knew I wanted to learn more. At the end of the seminar when Jordan Walton reminded everyone about the MBA's Continuing Education Reimbursement Program, I didn't hesitate. Within 24 hours I had ordered Paul's CD series, book and software program! Thanks to the MBA, I am looking forward to applying Paul's information and watching my business grow in 2013!"

– Laura McGee,
WSRS-FM/WTAG-AM

2012 Sound Bites What you missed!

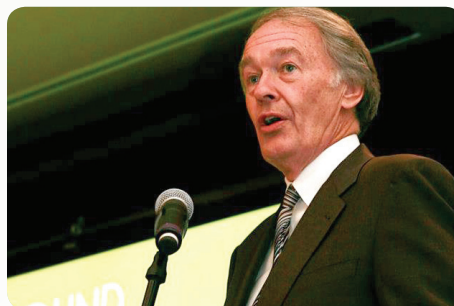
The Massachusetts Broadcasters Association held the second annual Sound Bites Annual Meeting and Mingling Event on Thursday, November 1 at The Verve Crowne Plaza in Natick, MA.

The day began with two simultaneous seminars – one for programmers and a second one for sales. Renowned sales trainer Paul Weyland presented "Think like an Adman and Sell like a Madman," which was not only informative, but also very entertaining.



Paul Weyland talks sales to a crowded room.

Down the hall, Valerie Gellar (who was in NYC during the heart of Hurricane Sandy and couldn't travel out of the state) spoke to her audience via Skype. She presented "NEVER LOSE A LISTENER! (or Viewer!)" for station programmers and on-air talent.



Congressman Ed Markey speaks passionately about his support for broadcasting.

Then the evening festivities began, first with a visit from Congressman Ed Markey, who emphasized his belief and support in broadcasting. Following closely behind him was a performance by comedian Jimmy Dunn, who had the crowd in stitches throughout his performance.

Then on to the highlight of the night – awards were handed out to broadcast stations in eight categories. The winners of the night in the Station of the Year category were WMRC-AM 1490 and WBZ-TV for radio and television, respectively. 94.7 WMAS-FM and WWLP-TV were runners up in the Station of the Year category.

Other noted winners were for the best On-Air Personality, where WATD-FM's Rob Hakala, host of the South Shore's Morning News, took home first place honors in the radio category and WBZ-TV reporter Jim Armstrong for television. First place awards for best Public Service Campaign went to WQRC-FM for their work on the "Good Tidings Holiday Giving Campaign" and WWLP-TV for their "XtheTXT" campaign.



Craig Swimm of WMAS-FM happily accepted his radio station of the year merit award!



Comedian Jimmy Dunn provided the entertainment for the evening.



WMRC-AM received the Radio Station of the Year award!



WQRC-FM shows off their first place awards!

Here's a complete list of the night's winners:

INDIVIDUAL COMMERCIAL /COMMERCIAL CAMPAIGN

Radio

Merit:
WPXC-FM
Kaleidoscope Toys – Christmas 2011

First:
WQRC-FM
Northwood Insurance – Only in Massachusetts

AIR PERSONALITY

Radio

Merit:
WCOD-FM
Dan and Stephanie in the Morning

First:
WATD-FM
Rob Hakala
Host of the South Shore's Morning News

Television

Merit:
WBZ-TV
Jon Keller

First:
WBZ-TV
Jim Armstrong
Reporter

LOCAL SPECIAL PROGRAM/EVENT

Radio

Merit:
WMAS-FM
Children's Miracle Network Radiothon

First:
WHMP-AM
Vermont Yankee – Power Struggle

Television

Merit:
WUNI-TV
Comunidades Seguras

First:
WSHM-TV
2011: A Year of Disasters

STATION PROMOTIONAL ANNOUNCEMENT

Radio

Merit:
WICN-FM
WICN Jazz+ Daily Promo Series

First:
WICN-FM
WICN Performance Studio "Taxi"

Television

Merit:
WSBK-TV
Phantom Gourmet: Lunchtime in America

First:
WBZ-TV
Boston Marathon

SPORTS FEATURE

Radio

Merit:
WDIS-AM
King Phillip vs. Sharon Basketball Game

First:
WATD-FM
Smash and Crash Demolition Derby

NEWS STORY

Radio

Merit:
WATD-FM
President Barack Obama Visits Martha's Vineyard

First:
WATD-FM
100 Year Old Norwell Murder

Television

First:
WBZ-TV
Tallest Man

First:
WWLP-TV
I-Team: Panhandlers

PUBLIC SERVICE ANNOUNCEMENT/ CAMPAIGN

Radio

First:
WQRC-FM
The Good Tidings Holiday Giving Campaign

Television

First:
WWLP-TV
XtheTXT Public Service Campaign

STATION OF THE YEAR

Radio

Merit:
WMAS-FM

First:
WMRC-AM

Television

Merit:
WWLP-TV

First:
WBZ-TV



Sound Bites 2012 raised \$2,000 for the Make-A-Wish Foundation of Massachusetts and Rhode Island!



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